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SOURCE Izhev.CONSUMERS' GOODS SITUATION IMPROVED

CORRECT SHORTCOMINGS IN FREE SALES -- Sofia Izhev, 16 Jul 50

The sale of unrationed goods conducted by the Narmag (People's Stores) State Enterprise serves an important purpose in reducing the amount of money in circulation and giving persons with higher incomes the opportunity to acquire goods in greater variety and unlimited quantities. Also, the sales provide the state with a considerable source of income. The Narmag stores fulfilled the 1949 sales plan by 161 percent.

A unified administration has now been ordered for all Narmag stores throughout the country to streamline operations and eliminate shortcomings. One of the shortcomings is the poor assortment of goods and the low quality of most of the merchandise in contrast with the high prices paid by consumers. The main responsibility for inadequate assortments lies with the store managers, who are not active in striving to furnish their stores with a wider variety of merchandise, and who sometimes prefer to wait until one type of goods is sold out before ordering a new one. Furthermore, merchandise is not displayed in the windows, which makes it difficult for the public to locate goods. Failure to obtain adequate supplies in the stores frequently leads prospective customers to become the victims of unscrupulous speculators and peddlers.

The Narmag stores and the wholesale trade enterprises which furnish them with merchandise must also follow the seasonal trends more carefully and provide the public with actually needed articles.

OPEN NEW STORES IN SOFIA -- Sofia Izhev, 15 Jul 50

To provide the population of Sofia with a better and larger supply of consumers' goods, the Ministry of Internal Trade has directed the Trade and Food Department of the Sofia Municipal People's Soviet to open a number of new stores, markets, and stalls throughout the city area. The following stores will be opened during the third and fourth quarters of 1950: two textile stores; one shoe store; two clothing stores; one millinery shop;

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one store each for uniforms, work clothes, sporting goods, and domestic appliances; one book store; one store for novelties; one store for notions and findings; one hardware store; one toy shop; and one jewelry store. Furthermore, three model bakery shops will be opened before 1 September by the Bread Production State Enterprise, two butcher shops by the Rila Meat Enterprise, two dairies by the Serdika State Enterprise, and three groceries by the Plod-Zelenchuk State Enterprise. Other model stores for the sale of unrationed goods will be opened during the same period.

Various general stores will also be opened in the suburban districts to sell groceries, candy, vegetables, fruit, milk, alcoholic beverages, etc. Furthermore, 75 stalls will be established throughout the city to sell soft drinks, cigarettes, and other small items.

Sales personnel will be trained to perform their duties carefully and to assist customers in a friendly and polite fashion.

ISSUE RATION COUPONS FOR CLOTHES, SHOES -- Sofia Izgrev, 12 Jul 50

Following Decree No 1511 of the Council of Ministers published in Durzhaven Vestnik, No 139, 14 June 1950, the Ministry of Internal Trade has issued the following regulations, published in Durzhaven Vestnik, No 162, 11 July:

To receive ration coupons for clothing and shoes, workers must submit a certificate from their employer, stating the type of work they are performing; employees will submit a similar certificate from their place of work. The certificates must also state whether the holder has a basic yearly income under or over 15,500 leva. Students in schools and colleges will submit certificates from these institutions signed by the appropriate supervisors; actors, painters, writers, etc., will likewise submit certificates from the associations of which they are members. Pension holders will submit their pension books. Any other certificates to obtain clothing and shoes are canceled.

Expectant mothers will receive 10 meters of baize or a similar fabric, 4 meters of cloth for a dress, and 4 knitted articles for the baby, on a special diaper card. Every girl entering her first legal marriage is entitled to receive 16.5 meters of percale or muslin 80 centimeters wide (or 6 meters of percale 2,20 meters wide) and 3.5 meters of cloth for a dress, (or a ready-made dress), which are obtained on a special card for young married couples. At a second marriage of either of the parties, the girl receives one half of the above-listed fabrics.

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